2/3/95

YOURS

Thank you for returning your Marlboro Gear Consumer Survey. The information you provided is ~~vitally important for~~ helps us keeping you aware of upcoming Marlboro offers and we appreciate your prompt response.

As ~~promised, 100 Free Bonus Miles have been sent to you on the personalized order form below.~~ ~~Fill out the form~~ To order your Marlboro Gear, deduct 100 miles from your total order and sign and return the completed form. It's that simple. (fill out the form, (enclose your miles

As a bonus, you are also entered in the Marlboro Gear Sweepstakes, with a chance of winning one of 250 complete sets of the Marlboro Gear. You can see it all in the enclosed catalogue--from the unique Heater/Cooler to the Marlboro Down Coat, from a portable CD Player to the Marlboro Signature Jacket, from Pocket Tees to a 35mm camera and much more.

So get the miles, use this form and thanks for Gearing Up at the Marlboro Country Store.

MINE

Thank you for returning your Marlboro Gear Survey. ~~Not only does your survey enable us to better tailor Marlboro offers to you in the future but you're now well on your way to Gearing Up at the Marlboro Country Store.~~

As promised, 100 Free Bonus Miles have been credited ~~to your~~ on the personalized order form below. ~~To get your Gear, just fill out all the information on the form, enclose your miles, credit 100 Bonus Miles to your~~ order and mail. It's that simple.

You're also entered in the Marlboro Gear Sweepstakes, with a chance of winning a complete set of 16 Marlboro Gear Items. You can see it all in the enclosed catalogue--from the unique Marlboro Heater/Cooler to the exclusive Marlboro Down Coat, from a portable CD Player to the Marlboro Signature Jacket, from Marlboro Pocket Ts to a 35mm camera and much more.

So keep collecting your miles, use this form and thanks for Gearing Up at the Marlboro Country Store.

Total Items Ordered	enclosed	
Total Number of Miles ~~Submitted~~		
Plus Your Free Bonus Miles	+ 100	
Total Miles ~~Enclosed~~ Submitted		
SHIPPING & HANDLING (see chart)	$	

→ I THINK THIS MAKES MORE SENSE

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Source: https://www.industrydocuments.ucsf.edu/docs/nygn0004